

Governor Pat's Monthly Newsletter



August 2019



International Biennium Theme – “Teamwork Makes the Dreamwork”

Thank you to all our club members who attended International Convention in Reno, Nevada with me. Lots of interesting workshops and guest speakers. I hope everyone had an enjoyable and informative time. Unofficially, we had 56 District Eleven members in attendance. Great turn out, District Eleven. Thank you!

Our new International President, Beverly Hardy, is a dynamo. Some of you may have meet her at the Tucson District Conference in 2018. Her biennium theme is “Teamwork Makes the Dreamwork” All her governors are considered “Dream Weavers” so I will be looking to each of you to help me weave the dreams that Beverly has for Altrusa. One of her dreams is increasing membership by both retaining members and bringing in new members. The other dream is marketing and getting the Altrusa name out there. Altrusa’s involvement with Days for Girls (DFG) is having a big impact on that. As Days for Girls becomes better known, so will Altrusa. To date, DFG has served over million girls and women, worldwide and Altrusa has played a big part in making that happen I’m proud of our club and club members who have not only contributed items for DFG but have also supported the locate DFG’s chapter by attending their work parties and helping to create the DFG kits. In addition to Days for Girls, President Beverly is rolling out an additional International Project called “Sending Out an SOS” to support deployed service members, wounded warriors and homeless veterans. More information about that will be coming out soon.

Thanks again to all of you who attended the International Convention in Reno. Start saving your pennies for the International Convention in Quebec, Canada in 2021. Oh, and maybe brush up on your French. “*Al la prochaine*” (Until next time).

In Altrusa Service,
Pat

Inside this issue:

| | |
|--|---|
| 2019 - 2021 Biennium Goals | 2 |
| Reminder/Club News | 3 |
| August - Sept 2019 Calendar | 4 |
| 2019 - 2021 District Eleven Leadership | 5 |

2019-2021 Biennium Goals

Membership

- Build on the New Club Building momentum.
- Expand on the club revitalization efforts.
- Achieve a net gain of at least 2 new members per club.
- Create at least one Virtual Club.

Service

- Develop membership recruitment strategies that clubs can use at their service projects.
- Encourage clubs to partner with other community service organizations.
- Consider a District wide service project.

Marketing

- Expand the use of social media to improve communication and market the Altrusa name.
- Encourage clubs to use the marketing information available on the International website.
- Consider membership with the local chamber of commerce to market the Altrusa name.



Governor's Contact Information:

Pat Zoller
2425 Valley Mill Road
El Cajon, CA
pzoller@sbcglobal.net
H 619-457-0550
C 858-882-7789

Reminder

IRS Forms 990-N or 990-EZ due 5 months after close of the fiscal year.

ASTRA

The International ASTRA Committee is in full swing making ASTRA growth plans for this fall and beyond. They would like to have some photos of ASTRA clubs from each district to add to the International website. They also plan to make a short ASTRA marketing video in the near future that will include some of these photos.

If your club has photos that they would like to share and are action shots of ASTRA members doing service projects in schools or their community or working with Altrusans, please send them to:

Debbie McBee
International ASTRA Chair 2019-2020
mmcbeed@aol.com

Debbie would appreciate receiving these photos by *mid-September* so they can get new photos on their new website but will welcome receiving them at any time.

New Club Building/Revitalization

- Congratulations to the Altrusa Club of Los Angeles. Aggie Kurzyna, president reports that they have 5 new members. Way to go Aggie!
- It's not too late to help the Reno/Sparks Club in Formation by sending a \$10 donation to help build their operating budget. Send your check made out to:

*Altrusa International of Reno/Sparks,
c/o Courtney Vogt,
946 Ephedra Lane,
Sparks, NV 89436*

- The Altrusa Club of Long Beach requested and was granted Revitalization Funds from the District to help with their membership recruitment. Has your club considered making such a request?

As you know and have heard many times, membership is everyone's job, whether you are building a new club or keeping your club revitalized. Bringing in new members is an ongoing process and it is up to each of us to invite, empower, and engage. Do you have an idea or yearning to start a new club somewhere? Contact Gail Swain, New Club Building Chair, newclubbuildingchair@altrusadistricteleven.org

| August 2019 | Description | Who | Person Responsible | Notes |
|-------------|--|------------------|--------------------|--|
| Aug 1 | Encourage members to become a Club 21 member | Local Club | Club President | |
| | Start organizing your "Make a Difference Day" project | Local Club | All | |
| Aug 11 | Membership Drive - Bruch Presentation at the Long Beach Yacht Club | Long Beach Club | Belinda Berry | RSVP Aug 6 th belinda4altrusa@gmail.com |
| Aug 12 | Observe International Youth Day | Local Club | All | |
| | Start planning a membership recruitment event for the fall | Local Club | All | |
| Aug 17 | 7 th Annual Hoe Down with the Hounds | Santa Maria Club | Maria Martino | RSVP poohesq1@mac.com |
| Aug 31 | Afternoon of Friends, Fun & Bunco CANCELLED | San Diego Club | Sandy Pfefferkorn | RSVP pfeffy50@gmail.com |

| Sept 2019 | Description | Who | Person Responsible | Notes |
|-----------|---|------------|--------------------|--|
| Sept 1 | Consider making a club donation and or application to the International Foundation Grant Program. | Local Club | All | Determine if your club should apply for an International Grant |
| Sept 1 | Update and distribute your club's yearbook. Consider an electronic yearbook. | Local Club | All | Email/Send copy of yearbook to District Officers and 1 to International. |
| Sept 8 | World Literacy Day. Great opportunity to debut a new literacy project. | Local Club | All | |
| Sept 15 | Grant applications due to International Foundation | Local Club | Club President | Due September 15 |
| Sept 21 | Observe International Day of Peace | Local Club | All | |
| Sept 30 | Plan and publicize your "Make a Difference Day" | Local Club | All | |